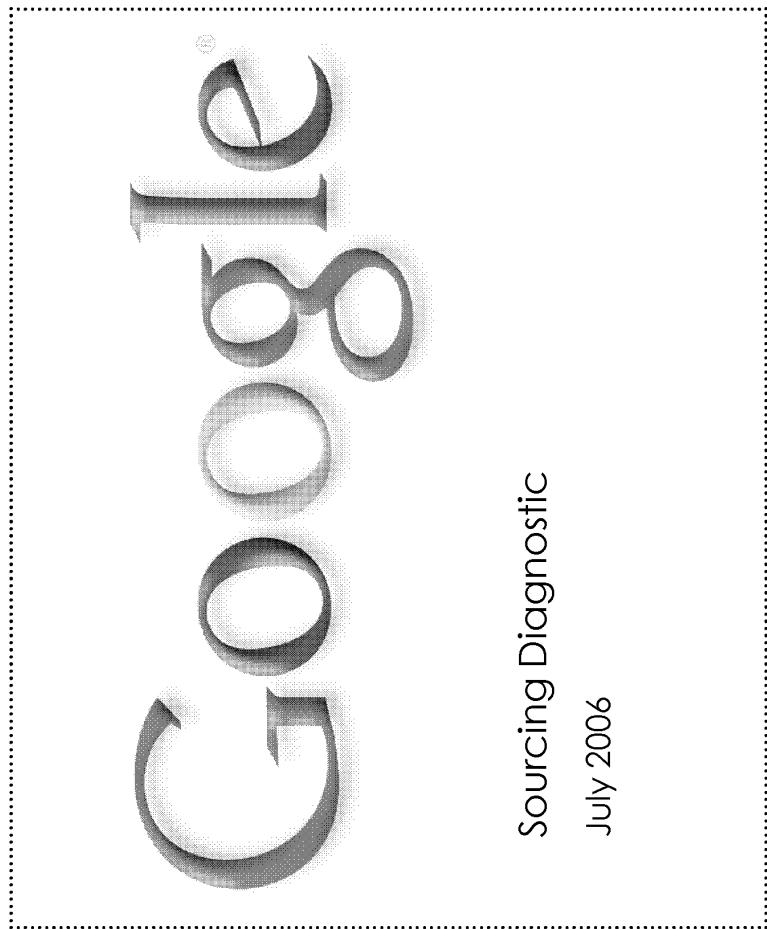


**EXHIBIT 14 TO
HARVEY DECLARATION IN
SUPPORT OF PLAINTIFFS'
SUPPLEMENTAL MOTION FOR
CLASS CERTIFICATION
[ECF NO. 418-1]
REDACTED VERSION**



DRAFT

Objectives of Today

- Share findings from sourcing diagnostic
- Discuss proposed recommendations to address current challenges

Google²

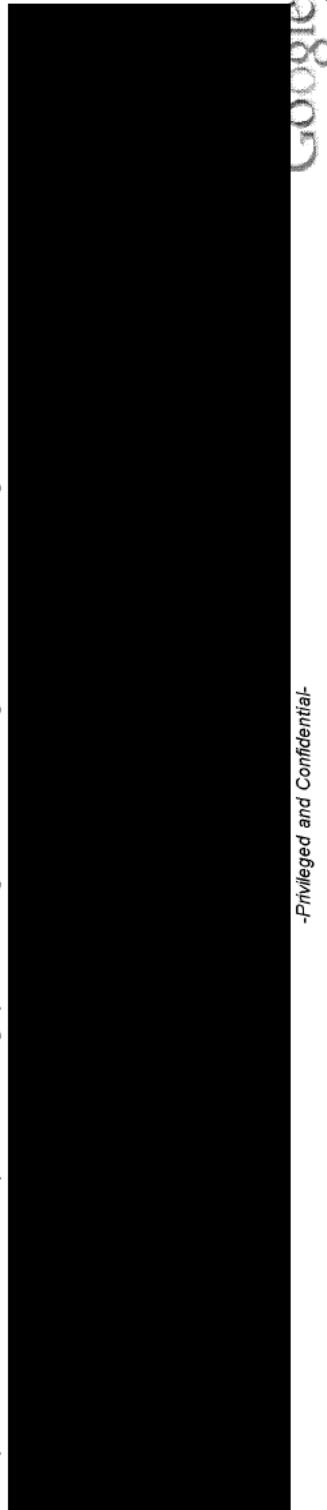
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Executive Summary (I)

- The recruiting environment for top talent has become more challenging
 - Increased competition from competitors
 - Greater number of start-up opportunities
 - Talent pools are getting smaller and increasingly harder to find, particularly for women and under-represented minorities
- Passive sourcing will play an increasingly larger role in recruiting as we move forward as a company
 - Efficient and effective sourcing organization critical to acquire top talent in current market landscape
- Sourcing comprised of three primary activities
 - Identifying talent pools and what sourcing tools to use ("Where to look")
 - Searching and identifying potential leads ("Look and Find")
 - Qualifying leads and converting them into active applicants ("Contact and Cultivate")
- Current sourcing model organized around verticals
 - Central sourcing support provided for diversity talent
- There are five common drivers of sourcing problems ...
 - Organization around vertical and geographic silos
 - High share of contract labor in workforce mix
 - Misaligned incentives
 - Deep understanding of unique business dynamics and requirement not widely shared among Staffing team
 - Weak connectivity between Sourcing and Recruiters and Hiring Managers
 - System capability gaps

Executive Summary (II)

- ... which create organizational and process inefficiencies in current sourcing practices
 - Duplication of effort on searches for positions with similar candidate profile
 - Limited business knowledge transferred to recruiting staff
 - Poor connectivity between key roles within Staffing
 - Limited sharing of qualified candidates across the organization
- Key drivers of sourcing problems fall into common themes
 - Organizational structure
 - Training
 - Process improvement
 - Metrics and measurement
 - Technology
- Proposed solutions attempt to close gaps existing in current organization and align with the common themes

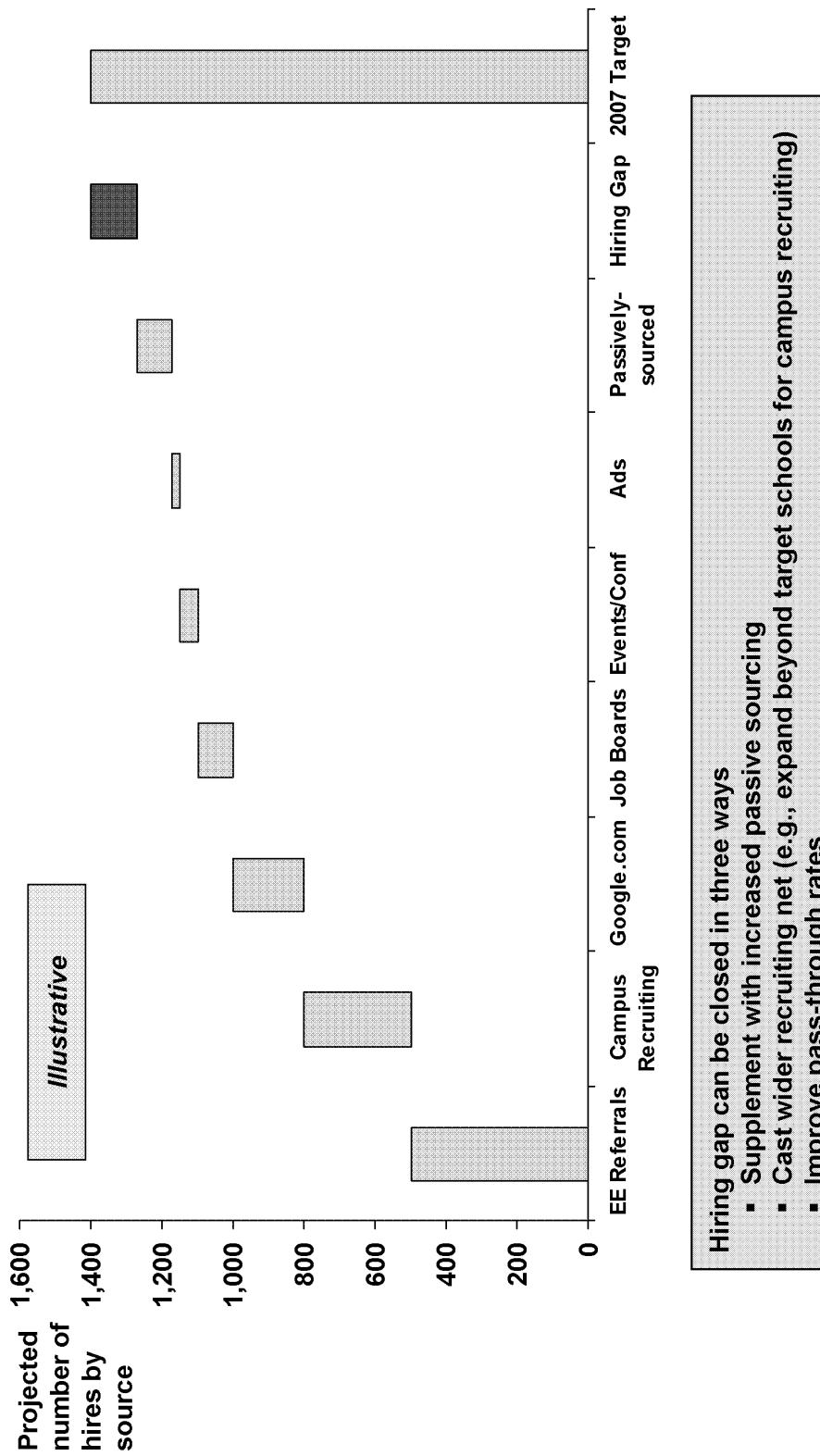


Google⁴

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It Will Be Challenging to Achieve Hiring Targets With Existing Recruiting Channels

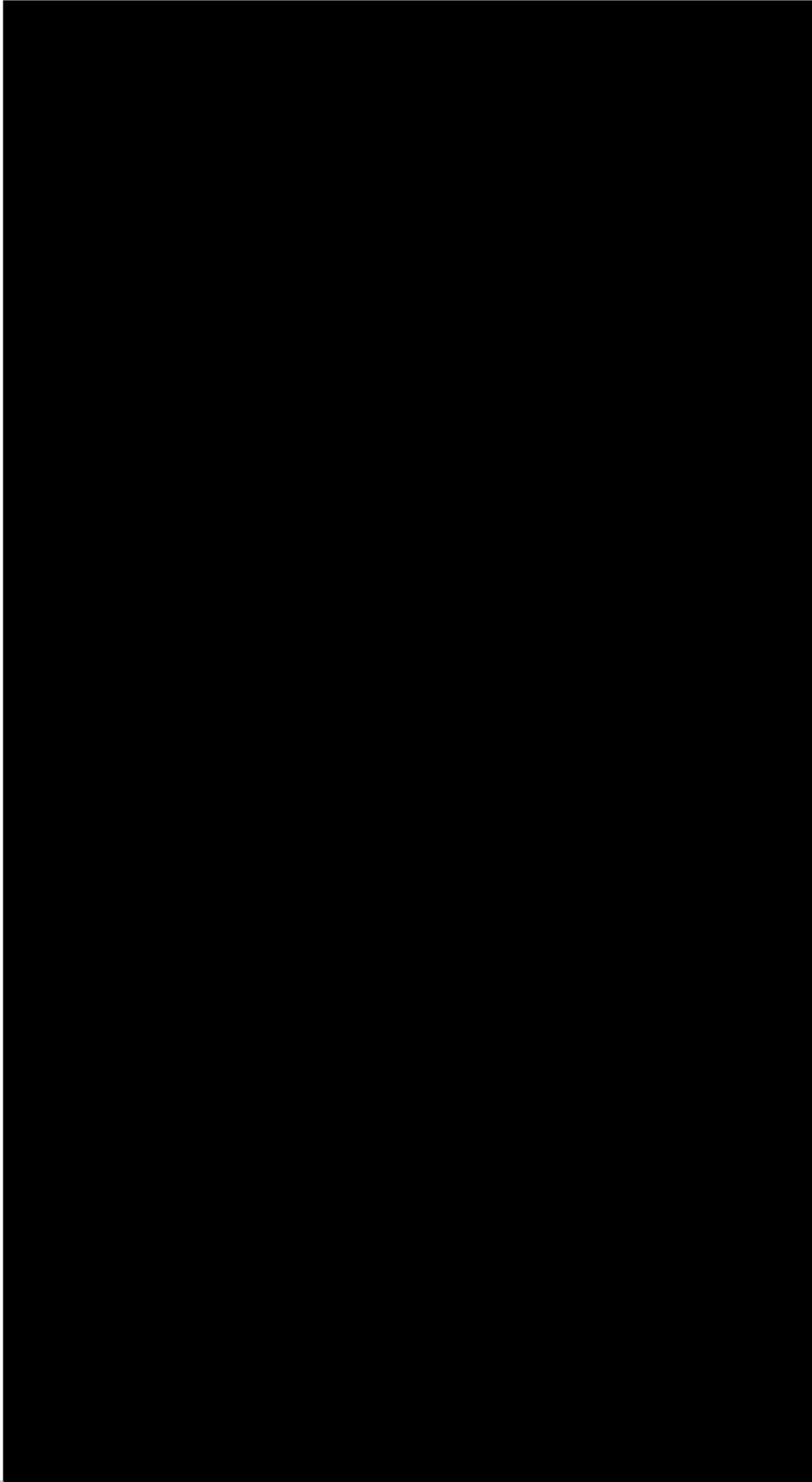
Will Need to be Supplemented by Alternative Sources



Google⁵

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The Recruiting Environment for Top Talent Has Become More Challenging...



Source: ATS

-Privileged and Confidential-

Google⁶

...While Inbound Flow from Job Boards Appears to Be Slowing

Possible drivers of reduced on-line application flow

- Increased number of job opportunities in Bay area competing for similar skill sets
 - More start-up opportunities
- More aggressive recruiting by traditional competitors
 - Microsoft
 - eBay
 - Yahoo
- Candidates self-selecting out of process
 - Hesitant to enter process widely known for being extremely selective

Efficient and effective sourcing organization critical to acquire top talent in current market landscape

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(1) PSGA and Ops data is illustrative; currently awaiting data
Source: ATS

Google⁷

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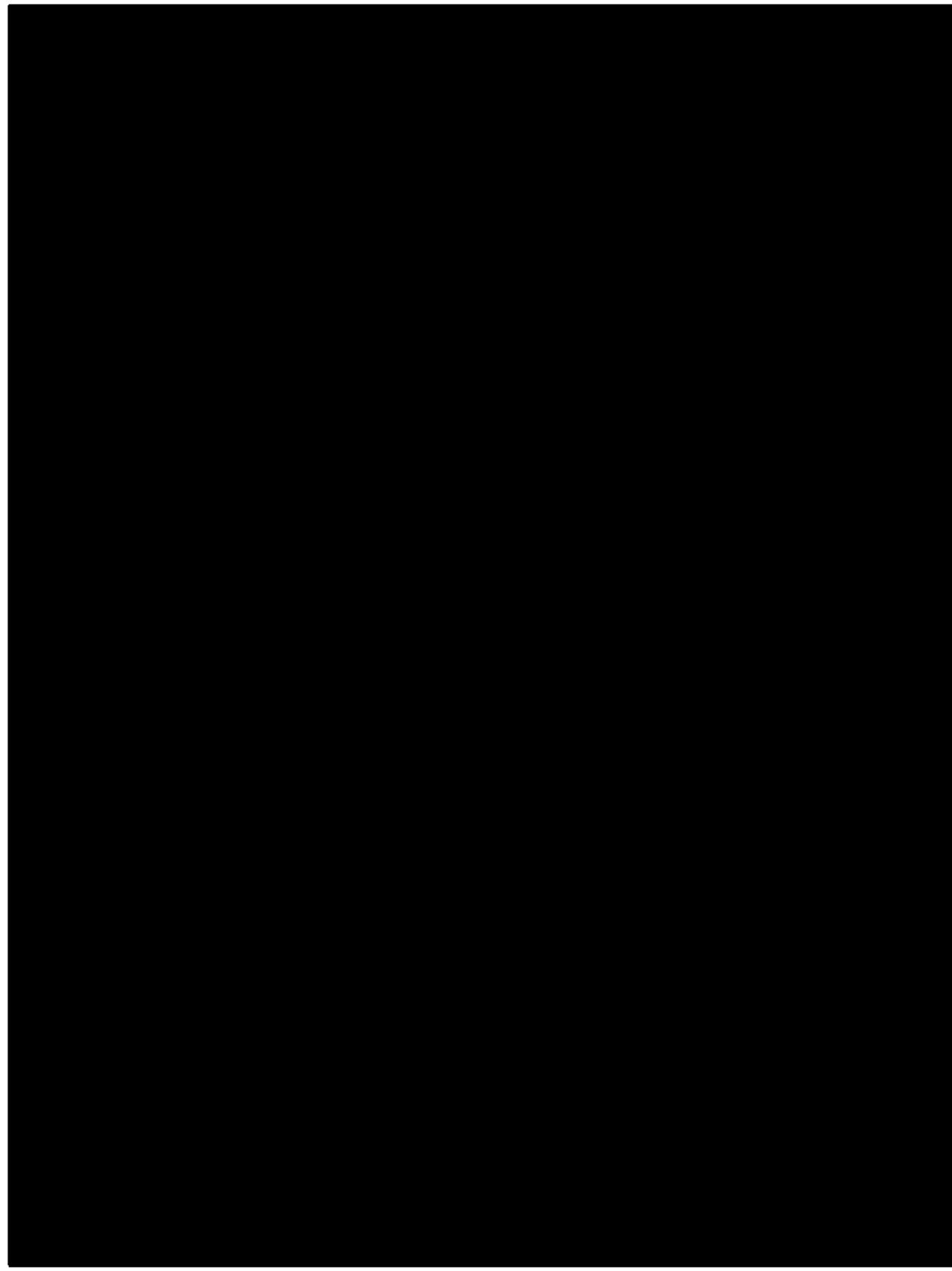
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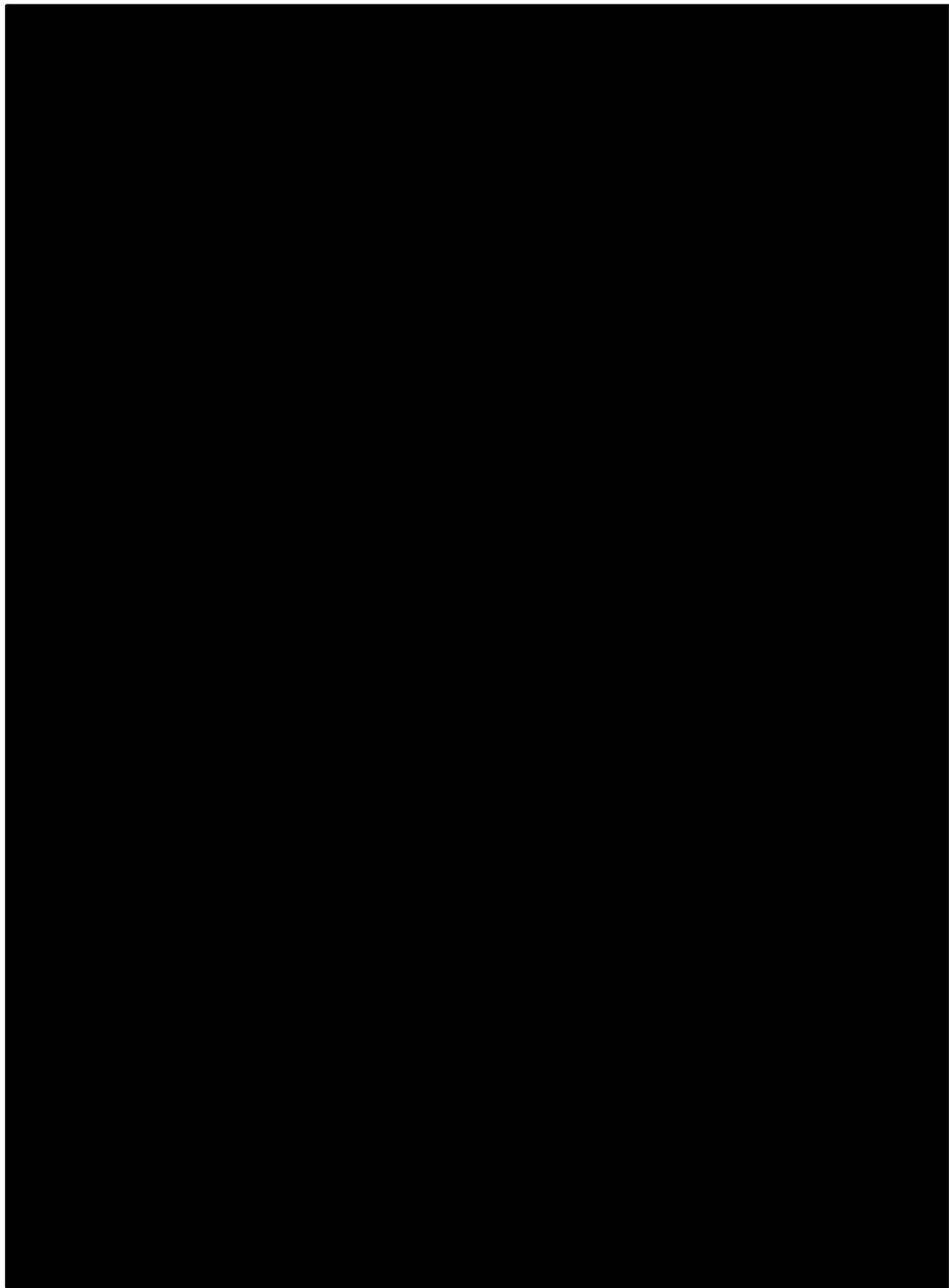
Target Hirable Pools for Diverse Talent Available Extremely Small

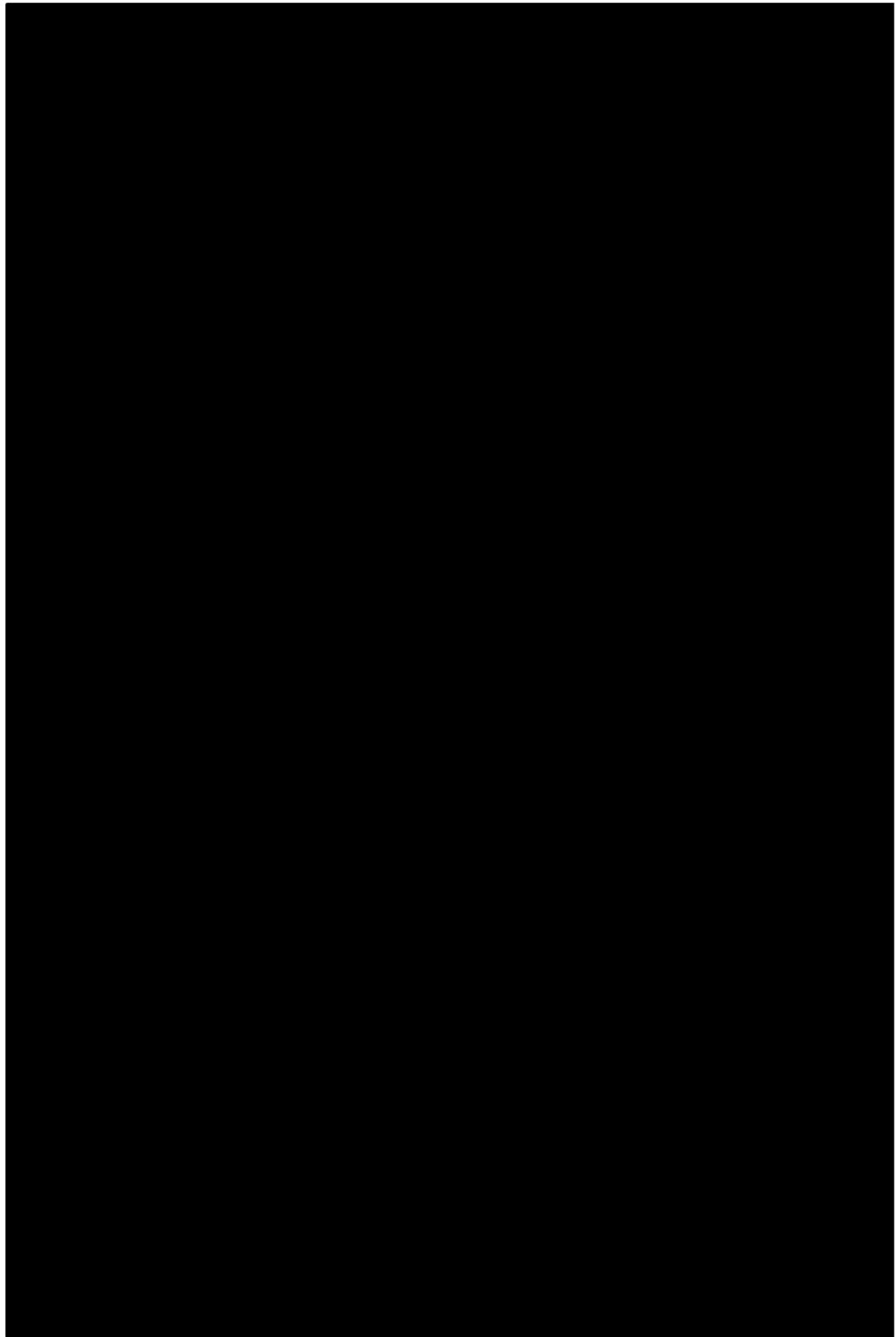
Will need to expand proactive outreach and sourcing to tap into available talent supply

(1) Reflects Q1 2006 data
Source: NSF.gov Land of Plenty U.S. SET Workforce by sector of employment 2004 InsideEngineer CS degrees awarded ASEEE.org & 2006 University Relations Survey Data

Digitized by Google







(1) Reflects Q1 2006 data
Source: ATS analysis

-Privileged and Confidential-

Google¹²

Google₁₃

-Privileged and Confidential-

(1) Reflects Q1 2006 data
Source: ATS analysis

Google₁₄

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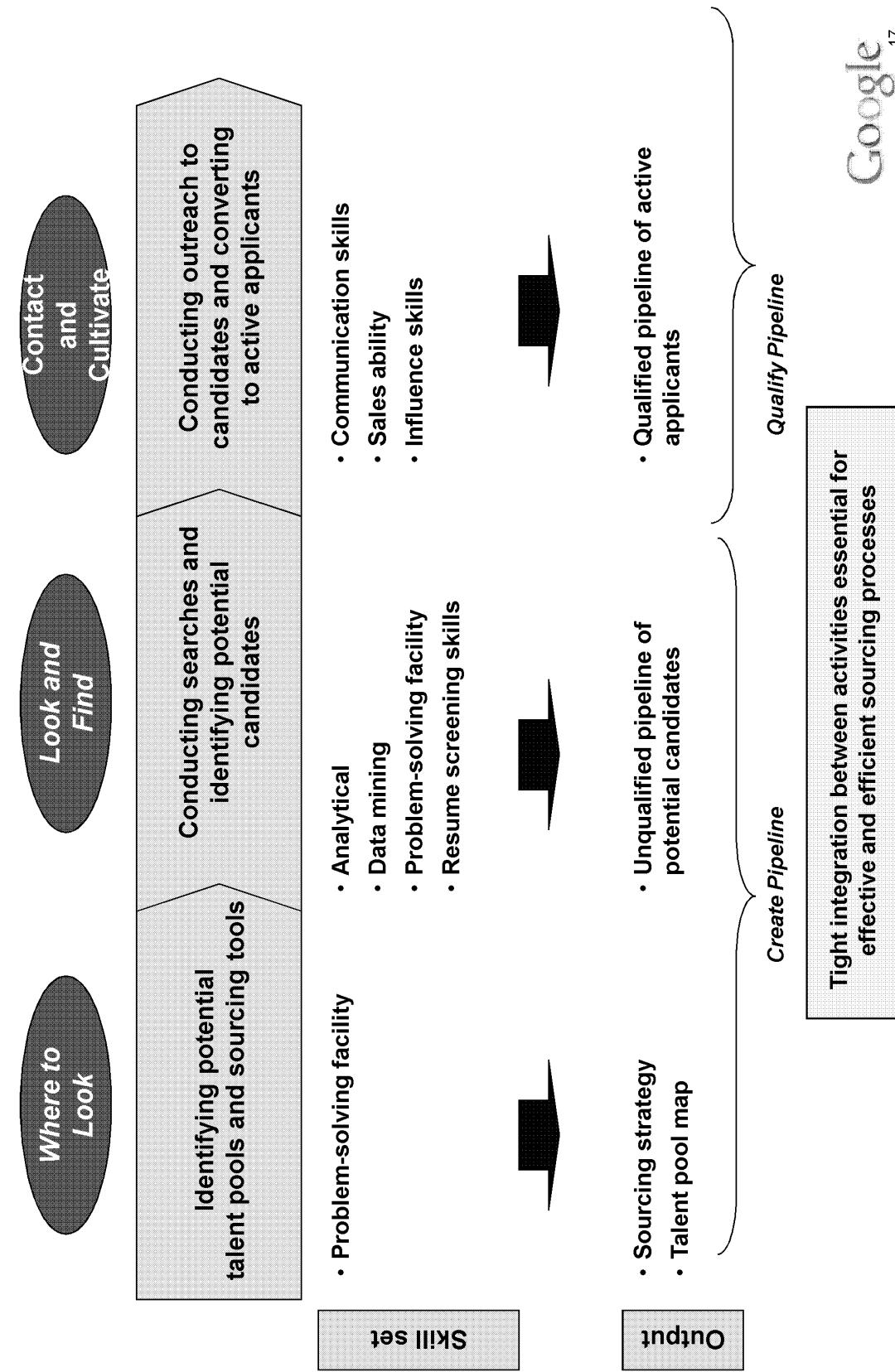
(1) Reflects Q1 2006 data
Source: ATS analysis

Google¹⁵

(1) Reflects Q1-Q2 2006 data
Source: ATS analysis

Sourcing Comprised of Three Primary Activities

Requires Different Skill Sets and Areas of Focus

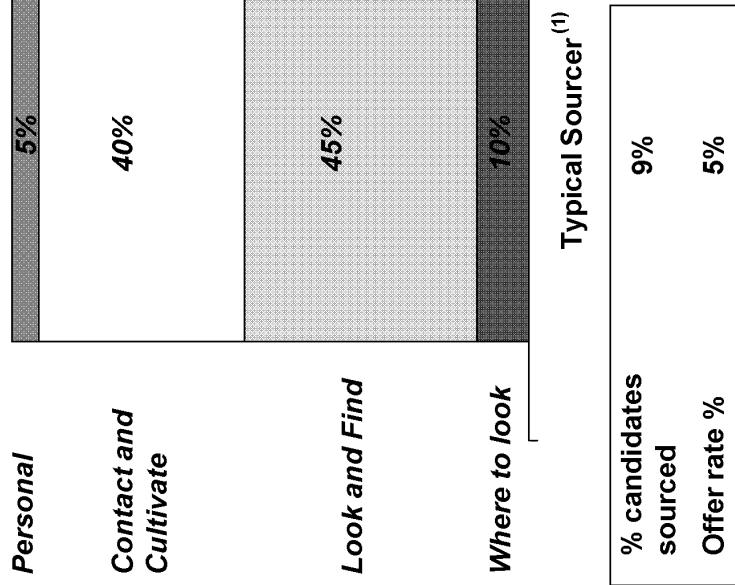


Google¹⁸

However, current structure results in some process and organizational inefficiencies

- Duplication of effort on searches for positions with similar candidate profile
- Weak connectivity between vertical and geographic silos
- Difficult to appropriately identify qualified candidates

Under Current Google Model, Average Sourcer Time Study is Misleading



On average, sourcers spend approximately two days a week finding potential candidates and two days building relationships with candidates

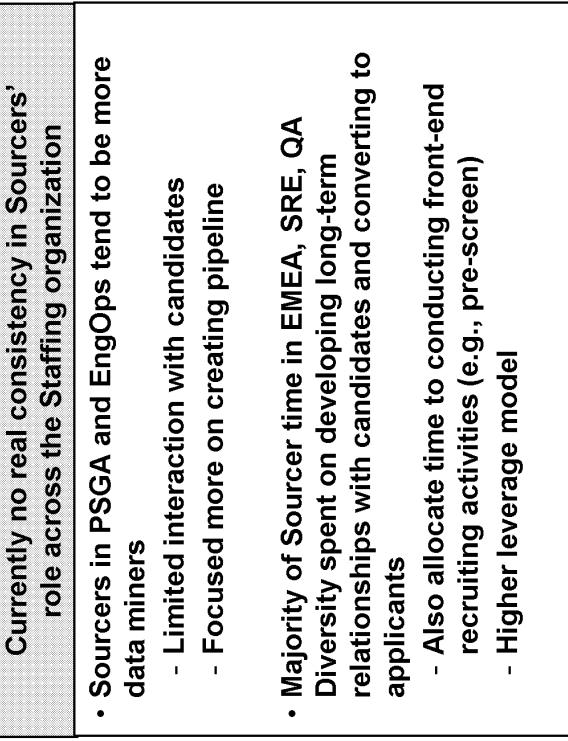
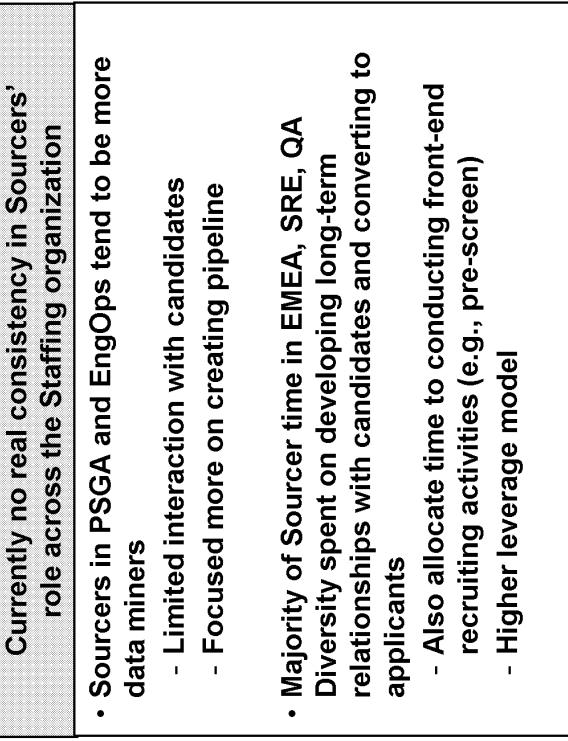
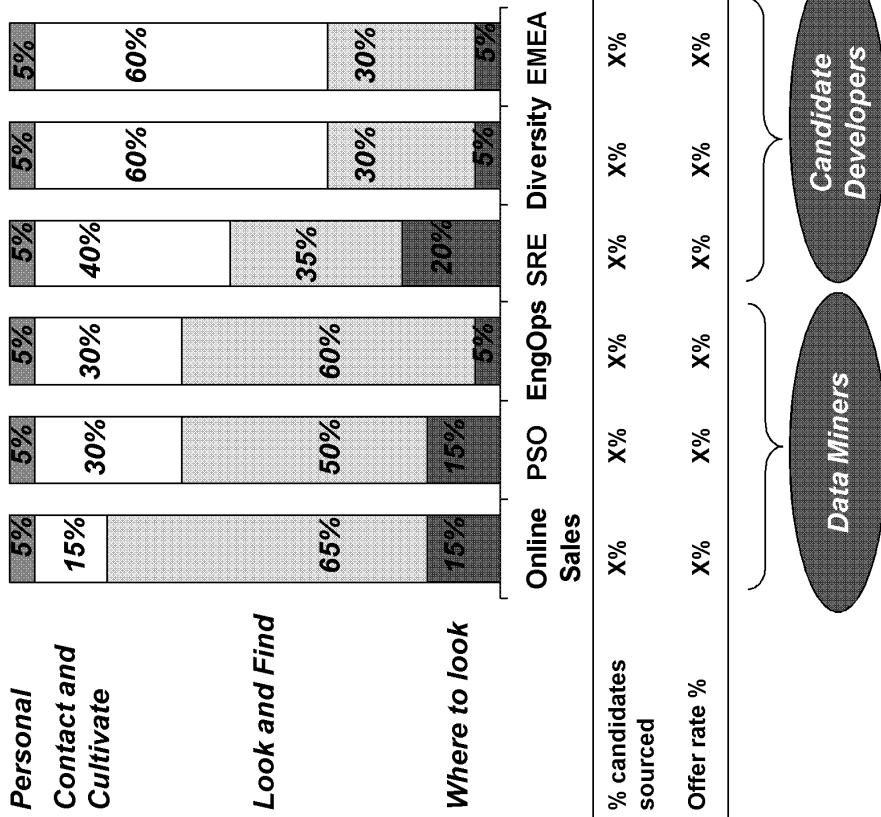
- Less than a day spent identifying new talent pools

(1) Small sample size (n=20)
Note: 100% = Sourcer week
Source: Diary study surveying 110 sourcers across the Staffing organization

-Privileged and Confidential-

Google¹⁹

However, the Scope of a Sourcer's Responsibility Varies Significantly Across Verticals and Geography Resulting in Varying Degrees of Effectiveness



May be opportunity to create consistently greater leverage for Sourcers and Recruiters across the organization

Google²⁰

(1) Small sample size (n=20)
Note: 100% = Sourcer week
Source: Diary study surveying 110 sourcers across the Staffing organization. ^{Privileged and Confidential}

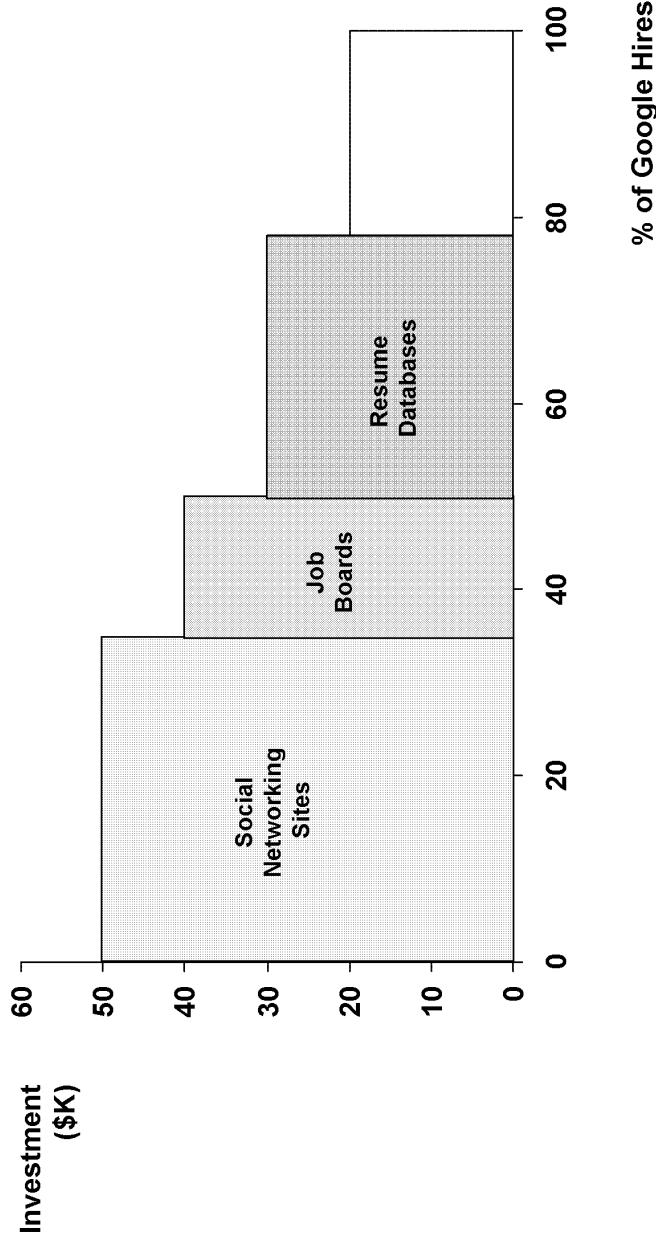
Google²¹

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Source: job boards team

...Resulting in Over-investments in Tools That Have Not Historically Delivered Many Google Hires

Illustrative – Analysis team current determining whether X-axis data is available at this level of detail



(1)
Note:
Source: Job Boards team

Google²²

Limited accountability or clear idea of return on investment

There are Five Common Drivers of Sourcing Problems (I)

Key Drivers	Problem
	Limited sharing of candidates across the organization
Silos	Lack “One Google” perspective
Labor force mix	Poor lead tracking and follow-up
Incentive model	High variability in quality of passively sourced candidates
Systems	Duplicate search efforts for candidates with similar profiles and competencies
Business Knowledge	

Not a driver
 Somewhat of a driver
 Key driver

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Google²³

There are Five Common Drivers of Sourcing Problems (III)

Key Drivers	Problem
	High variability in EE referral process and response times
Silos	No strategy or accountability around sourcing tools
	Sub-optimize efforts around third party research
	Limited coordination around conference/ event leads
	Lack of calibration b/w Sourcers, Resume Screeners and Recruiters

- Not a driver
- Somewhat of a driver
- Key driver

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There are Five Common Drivers of Sourcing Problems (III)

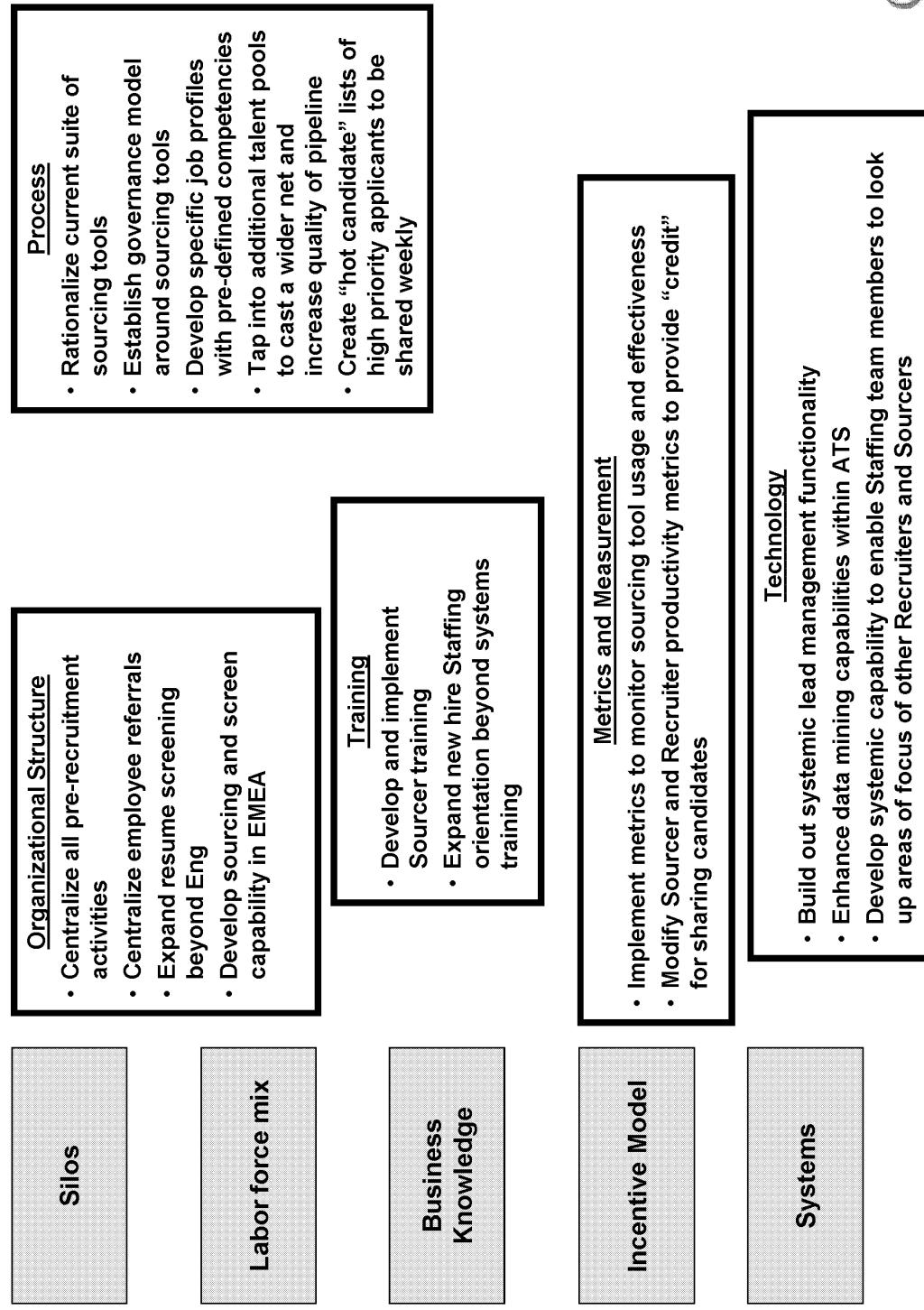
Key Drivers	Problem
	Inadequate support for international efforts
Incident treatment of diversity-sourced candidates	Limited ability to mine former candidates
Silos	
Labor force mix	
Incentive model	
Systems	
Business Knowledge	

- Not a driver
- Somewhat of a driver
- Key driver

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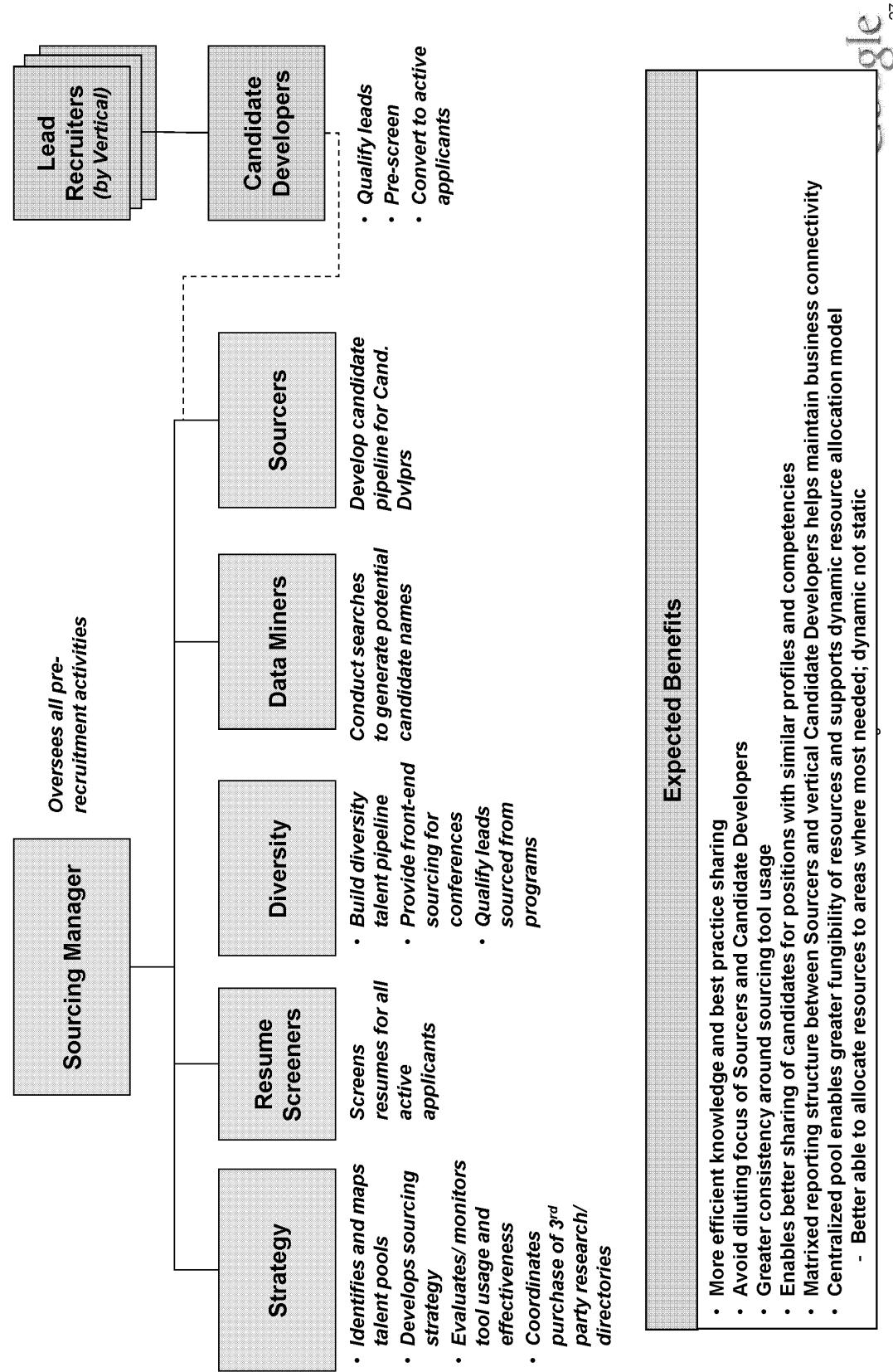
Key Drivers of Sourcing Problems Fall into Common Themes

Proposed Recommendations Attempt to Close Gaps Existing in Current Organization



Proposed Organizational Structure Seeks to Resolve Challenges With Current Organization

Expect to Achieve a Number of Benefits



Proposed Solutions Attempt to Close Gaps Existing in Current Organization (I)

Theme	Recommendation	Problem It Will Help Address
Organizational Structure	<ul style="list-style-type: none"> Centralize “Where to Look” and “Look & Find” activities under a Sourcing Manager <ul style="list-style-type: none"> Sourcing strategy Tool identification Data mining Candidate search Lead qualification (including leads generated from events/conferences) Central team acts as strategic sourcing arm <ul style="list-style-type: none"> Develops and refines global sourcing strategy Identifies, evaluates and monitors sourcing tool usage and effectiveness Maps and updates global talent pools Coordinates and purchases third party research and directories Two utilities <ul style="list-style-type: none"> One based in MTV, other in EMEA Utilities to be aligned with Verticals 	<ul style="list-style-type: none"> No strategy or accountability around sourcing tools Lack “One Google” perspective Limited sharing of candidates across the organization Duplicate search efforts for candidates with similar profiles and competencies Sub-optimize efforts around third party research Inconsistent treatment and limited coordination around conference/ event leads Inconsistent treatment of diversity sourced candidates

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Proposed Solutions Attempt to Close Gaps Existing in Current Organization (II)

Theme	Recommendation	Problem It Will Help Address
Organizational Structure	<ul style="list-style-type: none"> Expand Resume Screening function to include Ops and PSGA <ul style="list-style-type: none"> Create international resume screening capability in EMEA 	<ul style="list-style-type: none"> Lack of calibration between Sourcers, Resume Screeners and Recruiters
Training	<ul style="list-style-type: none"> Establish formal Sourcer education series <ul style="list-style-type: none"> New hire orientation Refresher training for existing team members Training to include: <ul style="list-style-type: none"> Business/product overviews Overviews of office locations and specialties Profiles of ideal candidates and key competencies Resume screening skills Overview of sourcing tools 	<ul style="list-style-type: none"> Limited sharing of candidates across the organization High variability in quality of passively sourced candidates
Process Improvement	<ul style="list-style-type: none"> Within newly constructed centralized team, align "Look & Find" resources by vertical to ensure appropriate connectivity with business <ul style="list-style-type: none"> Prior to posting req, conduct 3-way meetings between Sourcer, Candidate Developer, Recruiter and Hiring Manager Create weekly "hot candidate" lists for candidates fitting overall Google profile but rejected for specific area 	<ul style="list-style-type: none"> High variability in quality of passively sourced candidates

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Proposed Solutions Attempt to Close Gaps Existing in Current Organization (III)

Theme	Recommendation	Problem It Will Help Address
Process Improvement	<ul style="list-style-type: none"> Establish specific job profiles with pre-defined competencies for all position families within Google Establish governance model around sourcing tools with broad representation <ul style="list-style-type: none"> Develop evaluation criteria Evaluate current tools Rationalize current suite of tools Establish on-going governance process Tap into additional sources of talent in order to cast a wider net and increase quality of pipeline, e.g., <ul style="list-style-type: none"> Develop University Alumni program Cast wider net beyond target schools 	<ul style="list-style-type: none"> High variability in quality of passively sourced candidates No strategy or accountability around sourcing tools High variability in quality of passively sourced candidates No strategy or accountability around sourcing tools Limited sharing of candidates across the organization Poor lead tracking and follow-up
Metrics and Measurement	<ul style="list-style-type: none"> Develop and implement metrics to monitor usage and track effectiveness (ROI) of sourcing tools Modify Sourcer and Recruiter productivity metrics to provide “credit” for sharing candidates 	
Technology	<ul style="list-style-type: none"> Build out systemic lead management functionality integrated with ATS <ul style="list-style-type: none"> Currently in development 	

Proposed Solutions Attempt to Close Gaps Existing in Current Organization (IV)

Theme	Recommendation	Problem It Will Help Address
Technology	<ul style="list-style-type: none"> Develop system-based capability to enable Staffing team members to look up areas of focus of other Recruiters and Sourcers Enhance data mining capabilities within ATS <ul style="list-style-type: none"> More searchable database will enable more efficient sourcing of candidates with higher potential of being Google fit, e.g., Former decline, Reject from Eng who is appropriate for PM 	<ul style="list-style-type: none"> Limited sharing of candidates across the organization Limited sharing of candidates across the organization

Next Steps

	<u>Estimated Timing</u>
• Complete outstanding data analysis	July 31
• Refine organizational and process recommendations	July 31
- More clearly articulate roles and responsibilities	
- Flesh out process flows	
• Develop implementation and communication strategy	Aug 9
• Continue moving forward with key tactical initiatives that will help move the needle in the short-term	Mid-Sept
- Work with key Staffing stakeholders to develop and roll out Sourcer training by Sept	
- Rationalize current suite of sourcing tools and develop governance model for tool evaluation go-forward	Mid-Aug
- Develop pilot university alumni program	Mid-Sept

Google³²

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APPENDIX

Google₃₄

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(1)
Note:
Source:

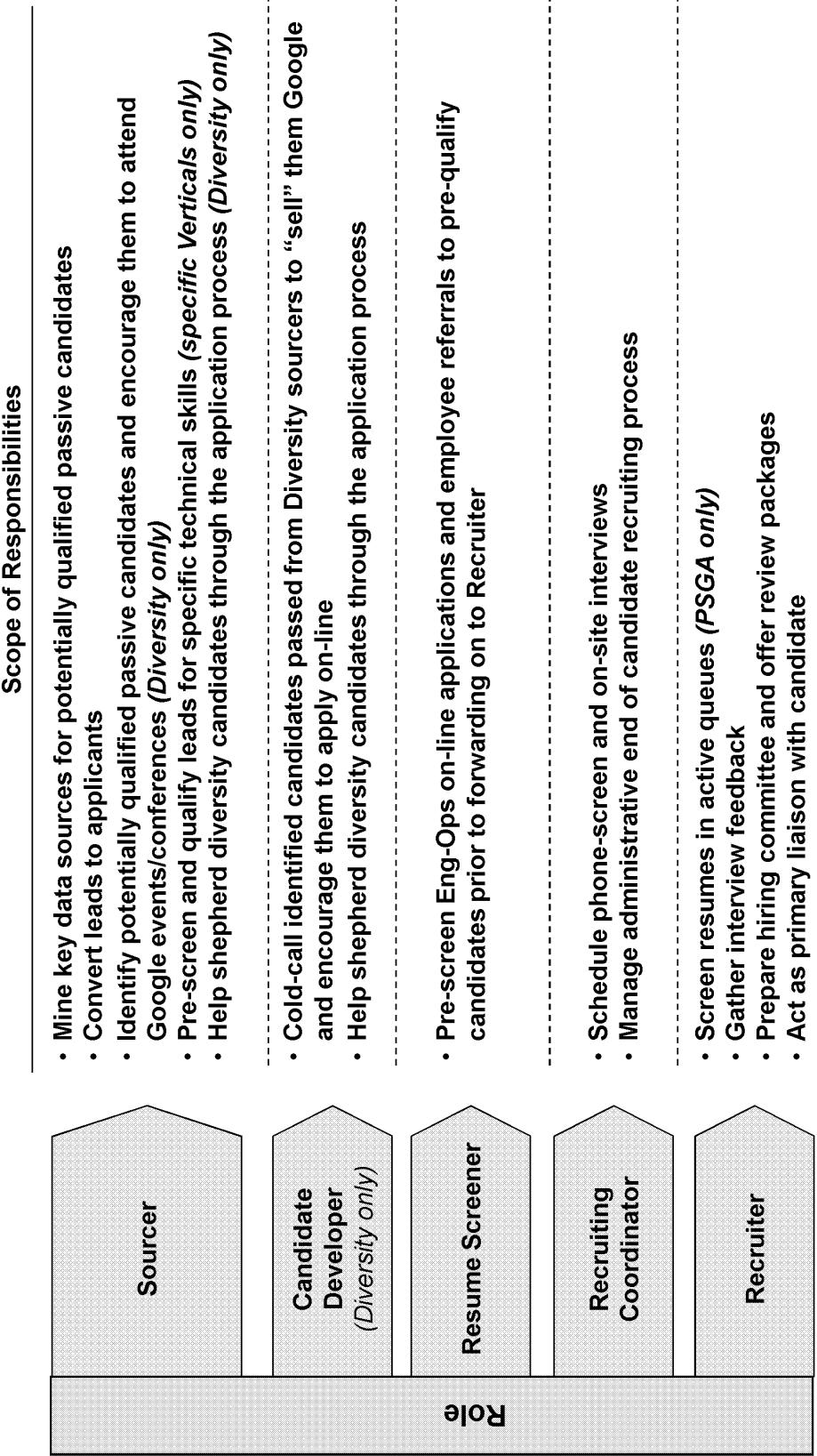
Enables Recruiters to focus limited bandwidth on only those candidates with the highest probability of being hired

- Similar model used in On-line Sales and Product Marketing

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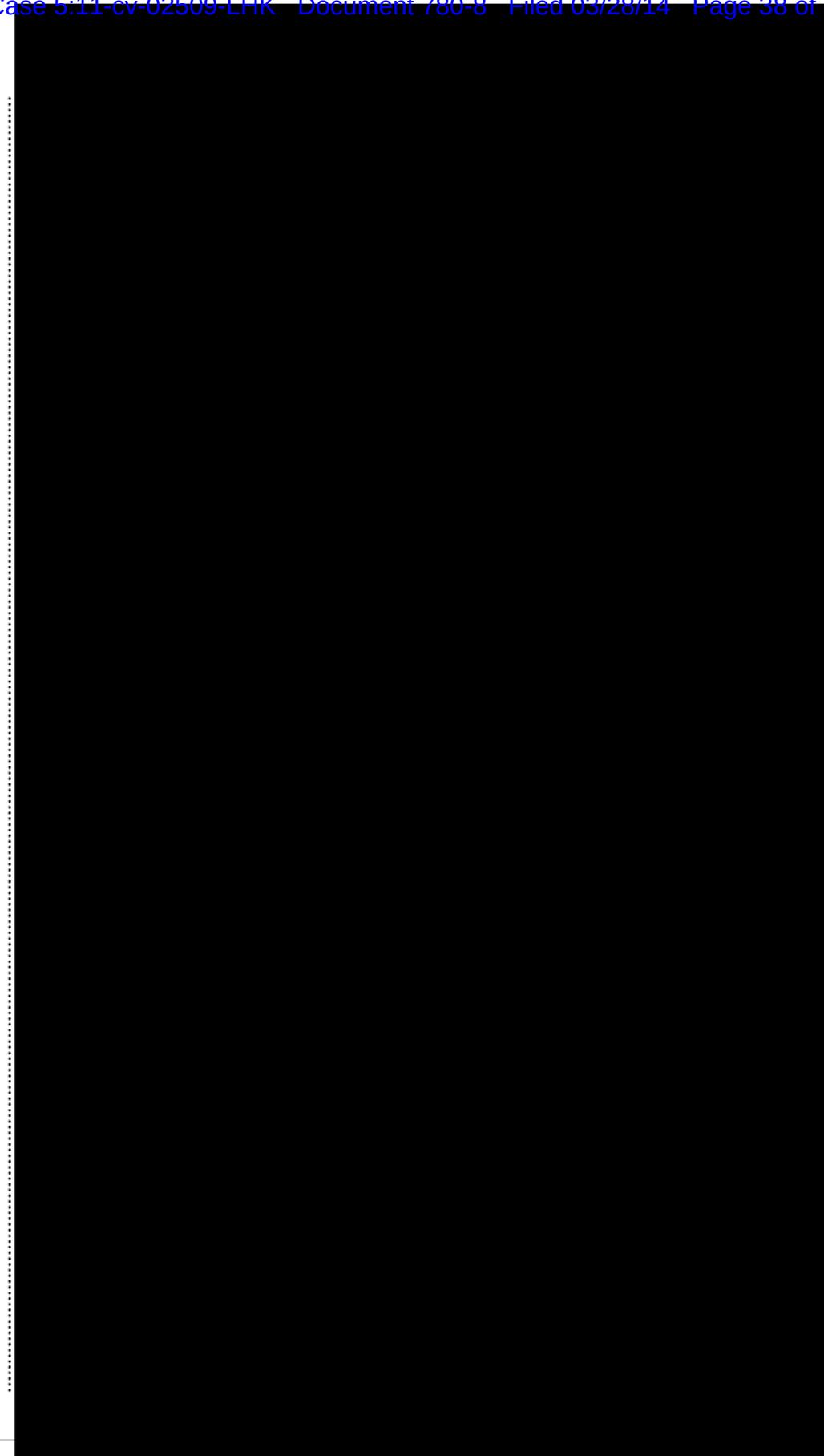
Five Key Staffing Roles

Scope of Responsibilities Varies Depending on Vertical



No real consistency on how various roles are used
 • In some areas, multiple roles are collapsed into single functions

Similar Distribution Exists by Industry Vertical



(1) Reflects Q1 2006 data
Source: ATS analysis

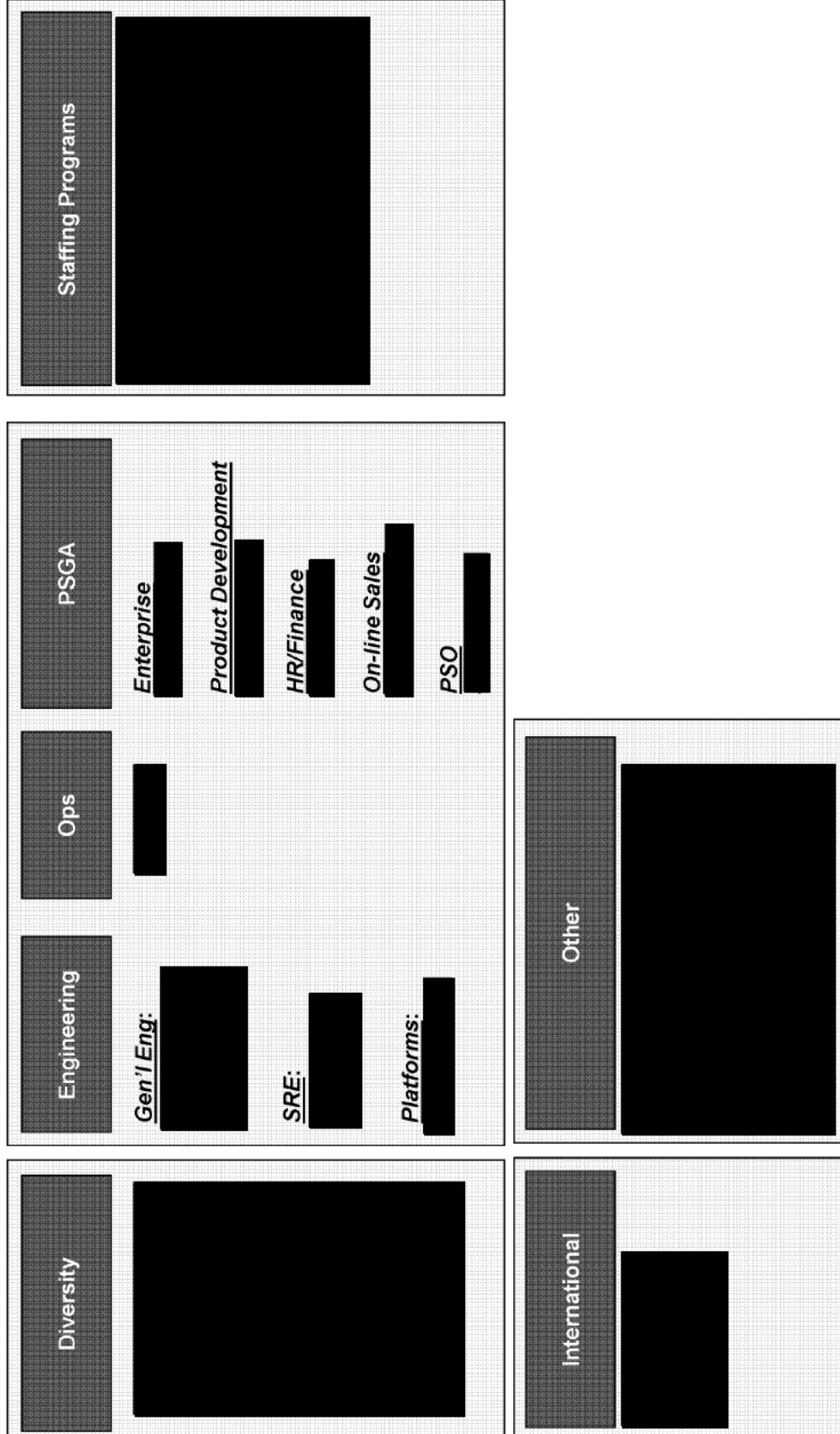
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Google

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Interview Program Included Key Stakeholders

Over 35 Sourcers, Recruiters, and Staffing Program Managers Interviewed to Date



Note: *Italics* indicate interview scheduled but not yet completed

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A Number of Issues Have Emerged from Interviews That Are Shared Across Staffing... (I)

Organization

Issue/Challenge	Impact	Potential Resolution
Large contingent workforce	<ul style="list-style-type: none"> Difficult to attract best recruiting talent who have full-time opportunities High degree of churn creates instability within workforce <ul style="list-style-type: none"> - Loss of institutional knowledge 3-month learning curve coupled with 12-month contract <ul style="list-style-type: none"> - Releasing talent just as Recruiters/Sourcers become productive Can foster competitive dynamics <ul style="list-style-type: none"> - Focus is on getting converted 	<ul style="list-style-type: none"> Shift Recruiting and Sourcer team mix towards more full-time resources
Lack of transparency in Contractor conversion process	<ul style="list-style-type: none"> Lowers morale among recruiting and sourcing staff <ul style="list-style-type: none"> - Decision feels out of their control 	<ul style="list-style-type: none"> Define clear, explicit selection criteria <ul style="list-style-type: none"> - Ensure they are understood by all staff
Recruiters/Sourcers work in vertical silos	<ul style="list-style-type: none"> Lack visibility into what fellow team members are working on <ul style="list-style-type: none"> - Unable to effectively share qualified candidates Qualified candidates can languish in incorrect queues Limited understanding of functions outside immediate area and how roles relate to each other Poor communication between groups 	<ul style="list-style-type: none"> Implement mechanisms to actively and regularly connect Sourcers/Recruiters across the organization Reinstate centralized training sessions Create on-line resource to provide visibility into searches of other Sourcers/Recruiters

A Number of Issues Have Emerged from Interviews That Are Shared Across Staffing... (II)

Organization

Issue/Challenge	Impact	Potential Resolution
Weak linkages between Sourcing and Recruiters and Hiring Managers	<ul style="list-style-type: none"> With some exceptions, general distrust of quality of candidates forwarded from Sourcing Sourcers lack sufficient understanding of requirements of specific roles <ul style="list-style-type: none"> Difficult to appropriately identify qualified candidates 	<ul style="list-style-type: none"> Where possible, co-locate Sourcing with their recruiting team and specific client groups <ul style="list-style-type: none"> Work in small teams Conduct 3-way discussions upfront between Sourcer, Recruiter and Hiring Manager <ul style="list-style-type: none"> Establish specific position profiles with defined competencies Communicate desired candidate profile need to discuss upfront together
Wide variation in abilities among Recruiters	<ul style="list-style-type: none"> Inability of some Recruiters to effectively manage full lifecycle, including sourcing <ul style="list-style-type: none"> Unable able to carry “fair share” of burden for growth targets 	<ul style="list-style-type: none"> Use more consistency in Recruiter profile hired into Google <ul style="list-style-type: none"> Ensure full suite of Recruiting skills Expand sourcing skills of existing recruiters
Too resource-constrained to adequately manage pace of growth	<ul style="list-style-type: none"> Latency in early stages of recruiting process <ul style="list-style-type: none"> Applicants can languish in long queues High risk of burn out or diminishing returns 	<ul style="list-style-type: none"> Thoughtfully add Staffing resources where they are most needed Consider expanding roles of more junior staff to alleviate administrative burden of recruiters

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A Number of Issues Have Emerged from Interviews That Are Shared Across Staffing... (III) Process

Issue/Challenge	Impact	Potential Resolution
Lack coherent strategy and accountability around various sourcing tools, e.g., • Job boards, resume databases, events, conferences, agencies etc.	<ul style="list-style-type: none"> Lack systemic way to track ROI of various tools employed <ul style="list-style-type: none"> Risk over-investing in certain tools and under-investing in others Unable to accurately track cost/hire etc. 	<ul style="list-style-type: none"> Evaluate each tool individually Implement metrics to monitor usage and track effectiveness Assign accountability for sourcing tool investments
Lack robust, systemic lead management capability	<ul style="list-style-type: none"> No formalized way to capture, track and follow-up on leads <ul style="list-style-type: none"> Data scattered among multiple mediums (ATS, Excel spreadsheets, Salesforce.com) Problematic when Sourcer/Recruiter contract expires 	<ul style="list-style-type: none"> Assign Staffing ownership for allocation of PSGA employee referrals Build out lead management functionality
No formalized, coordinated way to share candidates across functions	<ul style="list-style-type: none"> Sub-optimize staffing processes <ul style="list-style-type: none"> No incentive to change behavior Concern more for good of the vertical function vs. the enterprise Lose qualified candidates rejected for one area but appropriate for another 	<ul style="list-style-type: none"> Implement mechanisms to regularly connect Sourcers/Recruiters across the organization Modify productivity metrics to provide “credit” for sharing candidates Consider creating clearinghouse function

Process

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A Number of Issues Have Emerged from Interviews That Are Shared Across Staffing... (IV) Process

Issue/Challenge	Impact	Potential Resolution
Limited business knowledge transferred to recruiting staff • No formal training beyond Staffing systems training	Steepens learning curve for Recruiters and Sourcers - Not as effective initially as could be	<ul style="list-style-type: none"> Leverage education series recently launched in Paris, e.g., <ul style="list-style-type: none"> Provides business overviews, ideal candidate profiles, etc. Create resource for Staffing members to look up roles of others
Significant administrative requirements for Recruiters • Particularly internationally	Limits time available for sourcing for Recruiters needing to supplement their own queues	<ul style="list-style-type: none"> Where possible, move more administrative responsibilities to Recruiting Coordinators, e.g., <ul style="list-style-type: none"> Printing and creation of offer packets New hire set up
Ownership of event attendee lists	Competition for names results in lack of coordination around candidates qualified for multiple profiles - Lose viable candidate • No resource to follow up on non-diversity leads	<ul style="list-style-type: none"> Add Coordinator role in EMEA
No coordinated way to request and capture research data	Individual efforts initiated within various Verticals - More expensive than if launched a coordinated effort	<ul style="list-style-type: none"> Designate central research owner in Staffing or Staffing Programs not aligned with a specific vertical
		<ul style="list-style-type: none"> Designate central research owner in Staffing responsible for purchasing research

A Number of Issues Have Emerged from Interviews That Are Shared Across Staffing... (IV) Process

Issue/Challenge	Impact	Potential Resolution
Employee Referral Program challenges	<ul style="list-style-type: none"> • SLAs not being met with applicants sitting in Recruiter queues <ul style="list-style-type: none"> - Risk losing candidates with highest probability of passing Google bar • Lack active owner for PSGA Employee Referral program <ul style="list-style-type: none"> - No way to actively enforce SLA because responsibility not centralized 	<ul style="list-style-type: none"> • Assign Staffing ownership for allocation of PSGA employee referrals
Lack of pre-defined job profiles	<ul style="list-style-type: none"> • Makes sourcing for right candidate more challenging <ul style="list-style-type: none"> - No clear guidelines 	<ul style="list-style-type: none"> • Define key competencies for each job profile • Re-write job descriptions to ensure understanding by external candidates

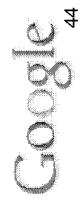
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A Number of Issues Have Emerged from Interviews That Are Shared Across Staffing... (V)

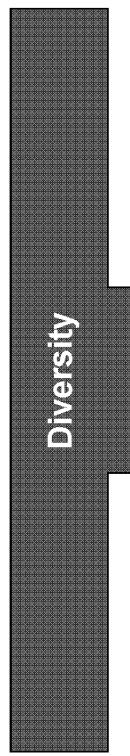
Talent Pool

Issue/Challenge	Impact	Potential Resolution
No current methodology to map out global talent pools	<ul style="list-style-type: none"> No central database or library to enable lead and competitive data to be indexed and retrieved across the organization Inability to be strategic about identifying and attracting high quality talent <ul style="list-style-type: none"> - Sub-optimize leverage of costly Staffing resources 	<ul style="list-style-type: none"> Design and implement process to gather and organize leads and competitive data Develop talent pool mapping strategy and competitive intelligence capability
Small, qualified talent pools for certain areas, e.g., • SRE • Diversity	<ul style="list-style-type: none"> Women and minorities continue to be under-represented within specific technical functions and internationally 	<ul style="list-style-type: none"> Tap into additional sources of talent in order to cast a wider net and increase potential pipeline, e.g., <ul style="list-style-type: none"> - Consider University Alumni program - Forge partnerships with diversity alumni groups
Overall recruiting environment becoming more challenging	<ul style="list-style-type: none"> Active pipelines appear to be shrinking <ul style="list-style-type: none"> - Passive sourcing likely to become increasingly more important Current sources becoming even less effective in yielding qualified candidates 	<ul style="list-style-type: none"> Develop comprehensive sourcing strategy <ul style="list-style-type: none"> - Include scenario analysis for different market environments
Strict application of hiring bar	<ul style="list-style-type: none"> Some pools of talent not at target Tier 1,2 and 3 schools <ul style="list-style-type: none"> - Particularly true for diversity and international PSGA candidates 	<ul style="list-style-type: none"> Cast wider net beyond target schools, e.g., <ul style="list-style-type: none"> - Consortium schools

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...While Others Challenges are Unique



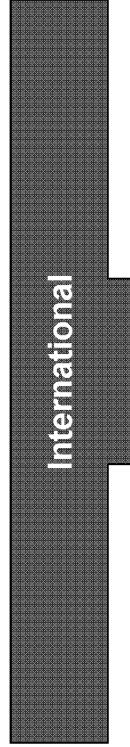
- Diversity team-sourced candidates auto-rejecting in resume screen
 - May have slightly different background than typical Google candidate
 - Diversity team having to implement manual work arounds to “revive” candidates and actively engage recruiters

- Latency in recruiting process costing Google to lose talented diversity candidates
 - Diversity team-sourced candidates getting lost in enormous queues as there is currently no way to flag applicants
 - Unable to segregate and work within specific SLAs (similar to EE Referrals)
- Due to smaller population, latency in process disproportionately negatively impacts diverse applicants than general population
 - Diversity team must individually follow up with lead recruiters as stop-gap

- Lack of clear leadership within Diversity team
 - Separation between Candidate Developers and Program Sourcing somewhat artificial
 - Image issues within broader Staffing team

- Best recruiting talent difficult to convert in EMEA
 - Tend not to have university degrees and therefore fail to meet standard Google bar

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- No sourcing capability resident in EMEA
 - Without global sourcing function may not be tapping into all valuable talent pools
- Mountain View-based international allocated resources not effective or tenable
 - EMEA-based staff never been informed of who specific resources in Mountain View are
 - Time zone differences constrain ability to contact candidates
 - Don't adequately understand focus of individual EMEA recruiters and therefore queue candidates incorrectly
- Overly reliant on costly agencies for pipeline creation
 - Accounts for ~33% of all hires
- High hiring bar coupled with the need to recruit for multiple languages creates increasingly challenging environment (support 25 languages)
- Best recruiting talent difficult to convert in EMEA
 - Tend not to have university degrees and therefore fail to meet standard Google bar

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